

Amendments to the Claims

1-19. (Canceled).

20. (Previously presented) A method for displaying a TV program to a viewer, comprising:

processing information indicative of preferences of the viewer to develop a viewer characteristics information profile for the viewer;

storing the viewer characteristics information profile on a viewer storage device;

presenting the viewer with a list of TV programs available for viewing, the programs selected and arranged in accordance with the viewer characteristics information profile;

receiving input from the viewer requesting different selections; and

presenting the viewer with a list of alternative TV programs available for viewing, the alternative programs selected in accordance with an alternative viewer characteristics information profile.

21. (Original) The method of claim 20, wherein the alternative profile includes alternative viewer characteristics information for the viewer.

22. (Original) The method of claim 20, wherein the alternative profile includes viewer characteristics information for a second viewer.

23. (Original) The method of claim 20, wherein the alternative profile includes generic viewer characteristics information, the generic information pre-selected in accordance with one or more viewer demographic traits.

24. (Original) The method of claim 23, wherein the generic information is pre-selected in accordance with any one or more of available TV program content, rating, schedule, or duration.
25. (Original) The method of claim 20, comprising: replacing the viewer profile with the alternative profile.
26. (Original) The method of claim 25, comprising: allowing the viewer to edit the alternative profile.
27. (Original) The method of claim 20, comprising: randomly selecting the alternative profile from a plurality of available alternative profiles.
28. (Previously presented) A method for presenting available TV programs to a viewer, comprising:
- processing information indicative of preferences of the viewer to develop a viewer characteristics information profile for the viewer;
 - storing the viewer characteristics information profile on a viewer storage device;
 - selecting a predetermined number of TV programs from a plurality of TV programs available for viewing, the programs selected in accordance with the viewer characteristics information profile; and
 - presenting the viewer with a list of the selected programs, the list arranged in accordance with the viewer characteristics information profile.

29. (Original) The method of claim 28, wherein selecting the programs comprises:

processing information indicative of characteristics of the selected programs; and
presenting the list comprises presenting the viewer with a list of the selected programs,
the list arranged in accordance with the viewer profile and the characteristics of the selected
programs.

30. (Original) The method of claim 28, wherein the list is sorted in accordance with the degree of
correspondence between the characteristics of each selected program and the viewer profile.

31. (Original) The method of claim 28, wherein presenting the list comprises:

presenting the viewer with a list of the selected programs, the list including the
characteristics of the selected programs.

32. (New) A method for presenting TV programs to a viewer, comprising:

processing information indicative of preferences of the viewer to develop a viewer
characteristics information profile for the viewer;

storing the viewer characteristics information profile on a viewer storage device;

selecting a predetermined number of TV programs from a plurality of TV programs
available for viewing, the programs selected in accordance with the viewer characteristics
information profile; and

presenting the viewer with a list of the selected programs, the list arranged without
viewer input in accordance with the viewer characteristics information profile.